

AGENDA ITEM IIIB

PROPOSED NEW ACADEMIC PROGRAM

UNIVERSITY OF LOUISIANA AT MONROE

Bachelor of Business Administration (B.B.A.) in Entrepreneurship (CIP Code 52.0201)

BACKGROUND INFORMATION

At its March 2000 meeting, the Board of Regents approved a Letter of Intent from the University of Louisiana at Monroe to develop a proposal to offer a Bachelor of Business Administration (B.B.A.) in Entrepreneurship. The Board approved this request, but noted that any proposal forthcoming from the University must include the results of a needs assessment survey which indicated both substantial employer demand and student interest. Subsequently, a full proposal was submitted by the University and was approved by the University of Louisiana Board of Supervisors at its August 2000 meeting.

STAFF SUMMARY

1. Description

This degree program is designed to prepare students to enter the world of small business by developing an entrepreneurial spirit in students and preparing them with an in-depth knowledge of small business management. Specific **objectives** of the program are as follows:

- Prepare students to seek and evaluate opportunities for new ventures;
- Provide students with the background to manage young and growing companies in an increasingly competitive global marketplace;
- Instruct students on how to attract seed and growth capital for small businesses;
- Prepare students to operate effectively in family-owned or closely-held enterprises; and
- Prepare students for a lifetime of innovation and change.

At the completion of the **120-hour curriculum**, students will be awarded a Bachelor of Business Administration in Entrepreneurship. All baccalaureate degree programs in the College of Business Administration at UL - Monroe follow the same general model: 60 semester hours of general education, 30 semester hours of professional business requirements, and 30 semester hours of major requirements. All of the courses in the proposed program are presently being taught at least once an academic year with the exception of one new course that will be developed once the program is approved.

UL-Monroe has not previously offered a major in entrepreneurship. The university has offered a few elective courses in entrepreneurship and has recently developed a concentration in entrepreneurship as part of the B.B.A. in Management. Additionally, both LSU A&M and UL-Monroe offer a concentration in entrepreneurship. Louisiana Tech University offers a Business Management and an Entrepreneurship option within its B.S. in Management. Louisiana Tech and UL-Monroe will cooperate in the conduct of entrepreneurship education programs in north Louisiana. Efforts will be made to develop a cross listing of courses that could result in the sharing of instructional personnel and facilities using compressed video or other distance learning technologies.

2. Need

- a. In the Spring of 2000, the Entrepreneurship Studies Center conducted a survey polling **entrepreneurs and small businesses** in 12 parish in the northeast Louisiana region.

Respondents were asked the following questions regarding the prospective benefits of an entrepreneurship program at UL-Monroe:

- Do you think such a program would be beneficial to economic development?
- Do you think such a program would be beneficial to students?
- Would the study of entrepreneurship have been beneficial to you?
- Would the study of entrepreneurship be beneficial to your employees?

Ninety-six percent (96%) of the respondents believe that an entrepreneurship program would have great benefit for economic development. Additionally, over 90% believe that an entrepreneurship program would have benefitted them and would be a benefit to students and small business employees.

Respondents were also asked two questions regarding the likelihood of an entrepreneurship program at UL-Monroe affecting their behavior toward prospective employees:

- How likely would it be that you would hire an individual who studied entrepreneurship?
- If a student asked you for advice, how likely would you advise the student to:
 - Major in entrepreneurship?
 - Minor in entrepreneurship?
 - Take courses in entrepreneurship?

Ninety-five percent (95%) of the respondents indicated that hiring preference would likely be given to potential employees with a college background in entrepreneurship. In addition, it appears that almost 80% of the entrepreneurs would be inclined to advise potential college-bound students to major in entrepreneurship, almost 90% would advise students to minor in entrepreneurship, and 95% would advise students to take courses in entrepreneurship.

- b. Also during the Spring 2000 semester, a survey was conducted of **students** enrolled in introductory courses in business, accounting, and economics, and the senior-level course required of all business majors. Students were asked five questions regarding the establishment of an entrepreneurship program at UL-Monroe:

- How beneficial do you think such a program would be for students?
- How beneficial do you think such a program would be for the economy of northeast Louisiana?
- How likely would you be to pursue one or more courses in entrepreneurship?
- How likely would you be to pursue a minor in entrepreneurship?
- How likely would you be to major in entrepreneurship?

Demand for this program at the university appears high. Ninety-nine percent (99%) of the students surveyed felt that the program would be beneficial to students, and 98% felt that it would benefit the economy. Seventy-six percent (76%) of the students surveyed stated that they would take courses in entrepreneurship, while 59% expressed an interest in minoring in entrepreneurship. Thirty-five percent (35%) responded that they would major in entrepreneurship. If only one-third of this 35% actually enrolled in the program, the entrepreneurship program would have more majors than one-half of the current undergraduate programs at UL-Monroe.

3. Students

The university anticipates that 60 students will major in entrepreneurship in 2001-02, 70 in 2002-03, 85 in 2003-04, 100 in 2004-05, and 120 in 2005-06. It also anticipates that beginning in 2003-04, 20 students will graduate from the program, 35 in 2004-05, and 50 in 2005-06. These numbers were derived from data from the experiences of similar universities throughout the nation, and the demand expressed by current UL-Monroe students.

4. Faculty

No new faculty will be needed for the proposed program. Faculty development has been a major emphasis in the establishment of the entrepreneurship program. Six faculty members from the College of Business Administration continue to develop their expertise in entrepreneurship and small business development and management. Resources from endowed professorships have been used for faculty development. Five of the six professors have participated annually in the prestigious Symposium for Entrepreneurship Education at Babson College.

5. Library and Other Informational Resources

Present library holds in the field of entrepreneurship are adequate for the proposed program. The UL-Monroe library, the Small Business Development Center, and the Center for Business and Economic Research have developed strong collections of resource materials for small businesses over

their many years of operation. No additional special resources will be needed for the proposed new program.

6. Facilities and Equipment

The Entrepreneurship Studies Center and the Small Business Development Center have adequate facilities and possess excellent equipment to support a major in entrepreneurship. In addition, the College of Business Administration has four computerized classrooms/labs and five computerized presentation classrooms which will support the technology needs of a major in entrepreneurship.

7. Administration

The program will be administered through the institution's Department of Management and Marketing. The approval of the B.B.A. in Entrepreneurship will not affect the present administrative structure of the department.

8. Accreditation

Academic Affairs Policy 2.13 specifies that all business programs at public institutions of higher education in Louisiana must be accredited. All of the business programs at the University are currently accredited by the American Assembly of Collegiate Schools of Business (AACSB). According to the University, the proposed new program fulfills all AACSB requirements and would be included in the school's accreditation once approval of the program is granted by the Board of Regents.

9. Costs

The program will not incur additional costs during the first four years, and the proposed program will have no effect on the allocation of funds to the department.

STAFF ANALYSIS

The staff notes that the proposed program falls within the role, scope, and mission of the University of Louisiana at Monroe. The Board of Regents' Master Plan for Higher Education states that the university should serve the needs of students in the northeast Louisiana region with undergraduate professional programs in business. The staff is comfortable with the results of the employer/students needs assessment that the Board required of the University as a result of the Letter of Intent. The institution notes that it will work closely with Louisiana Tech University on course sharing given that Louisiana Tech offers an Entrepreneurship option within its B.S. degree in Management. Efforts will be made to develop a cross listing of courses that could result in the sharing of instructional personnel and facilities using compressed video or other distance learning technologies. The staff encourages the University to do the same with Louisiana State University and A&M College at Baton Rouge as that institution also offers an entrepreneurship concentration within its Management degree.

Existing resources appear to be adequate to accommodate program needs; therefore, additional costs to the State will be minimal.

STAFF RECOMMENDATION

The staff recommends that the Academic and Student Affairs Committee grant conditional approval for the proposed Bachelor of Business Administration in Entrepreneurship (CIP Code 52.0201) at the University of Louisiana at Monroe. In accordance with Board of Regents Academic Affairs Policy 2.13, the University must attain accreditation for the B.B.A. in Entrepreneurship through the American Assembly of Collegiate Schools of Business. The University indicates that such accreditation will become immediately available upon Regents' approval. Hence, the University shall send verification of such accreditation to the Commissioner of Higher Education forthwith.